

REMARKS/ARGUMENTS

Claims 1 through 5 are pending and have been rejected under 35 U.S.C. 102(e) as being anticipated by U.S. Patent Application 2002/0116341A1 to Hogan, *et al.* ("Hogan"). The Applicants respectfully request reconsideration of this rejection based on the remarks set forth below.

I. The Hogan Reference Does Not Anticipate Claims 1 Through 5 Either

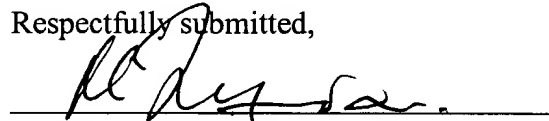
Claims 1 through 5 include, among other limitations, the step of "utilizing a universal cardholder authentication field for transmitting to said merchant said cardholder authentication data regardless of the authentication mechanism utilized, and purchase information." This step is neither disclosed nor suggested by Hogan.

While Hogan indeed discloses an authentication system that utilizes a "new" hidden "MAC" field containing authentication data, in Hogan that field is used only for secure payment application ("SPA") authentication systems. (See Hogan at ¶¶ [0065]-[0073]). Hogan does not disclose or suggest a universal cardholder authentication field that may be used for transmitting cardholder authentication data regardless of the authentication mechanism utilized, as is required by claims 1 through 5. Thus, Hogan fails to anticipate claims 1 through 5.

II. Conclusion

Applicants respectfully submit that Hogan does not anticipate pending claims 1 through 5. Reconsideration of the rejection of claims 1 through 5, as well as allowance of those claims, is earnestly solicited.

Respectfully submitted,


Robert C. Scheinfeld
PTO Reg. No. 31,300

Manu J. Tejawani
PTO Reg.No. 37,952

Attorneys for Applicants
(212) 408-2500